



Jennifer Long  
Indiana Department of Workforce Development  
10 North Senate Avenue  
Indianapolis, IN 46204

March 25, 2009

Re: Worker Adjustment and Retraining Notification Act Notice

Dear Ms. Long:

As required by the Worker Adjustment and Retraining Notification Act, 29 U.S.C. § 2102, this letter will serve as your notification that Direct Brands, Inc. plans to permanently layoff approximately 147 employees from its facility located at 1400 N. Fruitridge Ave, Terre Haute, Indiana 47804. The separations are expected to take place beginning on or about May 29, 2009 and to continue through February 26, 2010.

Additional information including a list of job titles and number of employees affected in each classification, the anticipated schedule of layoff and information concerning bumping rights is available on site.

If you need further information, please contact Jan Miller at 812-466-8379.

Sincerely,

A handwritten signature in black ink that reads "Jan Miller".

Jan Miller  
Sr. Director, Human Resources

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Direct Brands, Inc.  
1400 North Fruitridge Avenue | Terre Haute, IN 47804-1776  
Phone 812-466-8181